# FCA COMMENTS ON PERSPECTIVES FROM UN GLOBAL COMPACT PARTICIPANTS ON GLOBAL PRIORITIES AND HOW TO ENGAGE BUSINESS TOWARDS SUSTAINABLE DEVELOPMENT GOALS

The Framework Convention Alliance (FCA) welcomes the opportunity to provide its views on the Perspectives from UN Global Compact Participants on Global Priorities and How to Engage Business towards Sustainable Development Goals.

FCA is made up of over 350 non-governmental organisations from more than 100 countries working on the development, ratification and implementation of the WHO Framework Convention on Tobacco Control (FCTC)[1].

## What do you agree with about the narrative sections and why?

We welcome the report – *Corporate Sustainability and the United Nations Post-2015 Development Agenda* – and its recognition that building on the success of the MDGs in addressing key health challenges, the post-2015 agenda should tackle a broader set of communicable and non-communicable diseases[2]. Health is truly central to sustainable development: health is a beneficiary of development, a contributor to development, and a key indicator of what people-centred, rights-based, inclusive, and equitable development seeks to achieve[3].

Non-communicable diseases (NCDs) represent a global health emergency in slow motion. It is expected that by 2030 NCDs will become a most common cause of death in all parts of the world[4]. One of the major risk factors for NCDs – tobacco use – will kill one billion people in the 21st century, unless strong tobacco control becomes fully implemented.

It is in this context that we would like to bring attention to the devastating social, economic, and environmental consequences of tobacco use. Tobacco damages the health of its users and of bystanders exposed to second-hand smoke. Tobacco is the only widely sold consumer product that kills a high percentage of its users – roughly 50% – when used as intended. Although all these facts have been known for decades, tobacco still kills 6 million people each year[5].

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[1] For more information about the FCA, see: www.fctc.org

[2] Page 9 of the report on Perspectives from UN Global Compact Participants on Global Priorities and How to Engage Business towards Sustainable Development Goals

[3] World We Want. 2013. Health in the post-2015 development agenda: Report of the Global Thematic Consultation on Health

[4] WHO. 2010. Global status report on noncommunicable diseases. Geneva: WHO

[5] WHO. 2011. WHO Report on the global tobacco epidemic. Geneva: WHO

## What do you disagree with about the narrative sections, and what do you propose instead?

The report on Perspectives from UN Global Compact states that "the post-2015 era presents an historic opportunity for the international business community to contribute to the attainment of worldwide sustainability and development objectives"[6].

It is very important to identify exceptions to this statement. For instance, the tobacco industry represents a business which operates under values and incentives that are misaligned with the objectives of sustainable development.

The international community has already recognized that there is a fundamental and irreconcilable conflict between the tobacco industry's interests and public health policy interests[7]. It is time to also clearly state that tobacco industry is not a partner in efforts to achieve sustainable development.

FCA calls on governments, inter-governmental and non-governmental organizations to adopt ethical guidelines for cooperation with tobacco industry to address any real, perceived or potential conflicts of interest.

## What do you agree with about the goals, targets and indicators and why?

FCA is pleased to see a stand-alone goal on health among the illustrative development goals proposed by the report on Perspectives from UN Global Compact. However, the proposed goal *Universal Health Coverage* and its scope do not adequately balance both prevention of diseases and their treatment.

## What do you disagree with about the goals, targets and indicators, and what do you propose instead?

FCA is pleased to see a stand-alone goal on health among the illustrative development goals proposed by the report on Perspectives from UN Global Compact. However, the proposed goal *Universal Health Coverage* does not adequately balance both prevention of diseases and their treatment.

The prevention of the four most common NCDs – cancer, cardiovascular disease, chronic respiratory disease, and diabetes – is by far more cost-effective[8] and less costly to the global economy than treatment and chronic disease management[9].

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[6] Page 3 of the report on Perspectives from UN Global Compact Participants on Global Priorities and How to Engage Business towards Sustainable Development Goals

[7] See WHO Framework Convention on Tobacco Control: guidelines for implementation. (Article 5.3). World Health Organization, 2011. Available at: http://www.who.int/fctc/protocol/guidelines/adopted/guidel_2011/en/index.html

[8] WHO. 2011. Scaling up action against noncommunicable diseases: How much will it cost? Geneva: WHO.

[9] Bloom, D.E. et al. 2011. The Global Economic Burden of Noncommunicable Diseases. Geneva: World Economic Forum.

In this regard, FCA would like to propose an additional health target on tobacco use. The tobacco use prevalence target – recently adopted by the World Health Assembly[10] – of a 30 percent relative reduction by the year 2025, should serve as the technical basis for a tobacco-related target in the post-2015 development agenda.

Finally, any ambitious target, be it on tobacco use or NCD mortality, needs to be linked to effective interventions. In the case of tobacco control, the WHO FCTC contains a comprehensive set of tobacco control policies. Accordingly, the tobacco-related target or the NCD-related target should be monitored through tobacco control indicators based on these policies, such as affordability of tobacco products, the presence of large and effective pictorial health warnings on packaging, comprehensive bans on tobacco advertising, promotion and sponsorship, access to tobacco dependence treatment and requirements for smoke-free public spaces, among others.

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[10] WHA resolution WHA66.10 – Follow-up to the Political Declaration of the High-level Meeting of the General Assembly on the Prevention and Control of Non-communicable Diseases